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Peter Li Calling

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PETER LI



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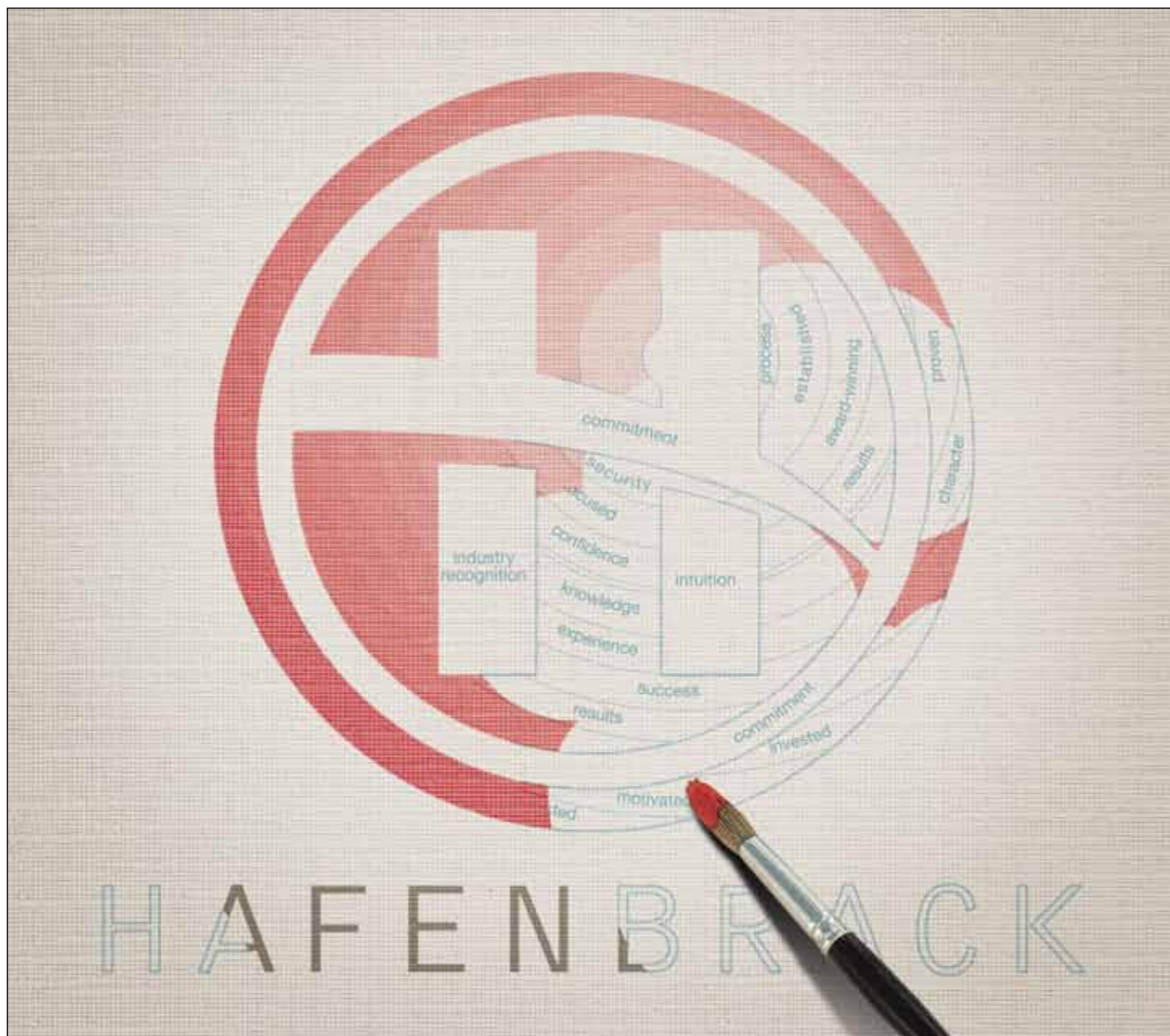
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PRESIDENT'S Message



FOCUS ON: STATE GOVERNMENT REFORM

Ohio, like other states in the Midwest, has been buffeted for decades by the winds of global economic

change. Longstanding strengths like manufacturing and agriculture have suffered at the hands of lower-cost production elsewhere. That and the most-recent recession and continuous slow recovery have led to losses of jobs, companies and personal wealth. The sense of most economists is that Ohio will recover – but very slowly over the next 4 to 7 years. The impact of this has led Ohio's governmental structure into a "perfect storm" bearing down on us not unlike anything we have seen in decades.

During these last 9 months, our Chamber has decided to combine our knowledge and resources with the other 7 metropolitan regional Ohio Chambers and the Ohio Chamber to review, study and recommend some solutions that, if considered by the Governor and our elected state senators and representatives, could streamline government and improve our ability to better serve the citizens of Ohio. But make no mistake about it, these choices can and will be painful for many Ohioans. But we are in a severe crisis and change is needed.

As this group of 9 Chambers of Commerce, representing almost 40,000 of Ohio's top businesses, conferred with experienced professionals, government officials, thought leaders and business owners or CEOs, we asked ourselves a set of strategic questions. These centered around how to shape a large institution like the state of Ohio into a new, post-bureaucratic organization that understands its role yet uses its many combined resources to produce better results; be more

accountable; more innovative; less bureaucratic; efficiently leveraged and more marketplace driven. This is a tall order no doubt, but one that must be undertaken for the sake of Ohio since most leaders believe that the Ohio of yesterday won't sustain itself under this current model and may well implode tomorrow under the weight of a service and tax burden much too large to survive. As beautiful a state as California is, Ohioans cannot afford the looming disaster fast approaching that state. We must act timely and deliberately.

Our Chambers agreed to hold off on the release of these recommendations until after the November election in order to de-politicize the ideas or improvement processes. This should hopefully give those elected this past November the opportunity to use this report for the good of Ohio and not for anyone's short-term political gain.

Only time will tell if Ohioans have the political fortitude to make these – or for that fact any – changes in the way our state government services are delivered. But Ohio has gone from a "low-tax state" to one that is taxed well above the average in terms of per capita state and local taxation. In today's competitive marketplace for new companies and job growth, that scenario does not bode well for our state or our local communities. Something must be done and soon to make us more streamlined and agile with new competitive advantages or else we will continue to lose ground in our race for economic recovery. To succeed, Ohio must return to a pro-business, pro-job-growth state. Lest our elected leaders forget, nothing happens without jobs – and jobs don't happen without strong businesses – and strong businesses don't happen without a business-friendly environment. —■

Phillip L. Parker, CAE, CCE
President & CEO Dayton Area Chamber of Commerce



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DAYTON BusinessVotes.com

DaytonBusinessVotes.com is the newest public policy advocacy initiative launched by the Dayton Area Chamber of Commerce.

DaytonBusinessVotes.com is a hub of business related public policy and government affairs information that will help engage and inform the Dayton area business community about the most important advocacy issues that will be impacting their businesses. By combining all of the Chamber's public policy activities into a single website, it will be much easier for business owners to navigate and take action on government affairs activities.

DaytonBusinessVotes.com will provide members with tools and information on a number of significant government affairs issues, including:

- Information on business-related federal, state and local legislation
- Surveys on government affairs issues
- Contact information for elected officials
- Latest news headlines on public policy issues
- Voting and polling information
- Advocacy initiatives for the business community
- Connections with federal and state business advocacy organizations

"This site provides an organized and efficient interface for the Dayton area business community to voice their opinion on the public policy issues that are important to their business," stated David Kinsaul, President & CEO of Dayton Children's Hospital and Chamber Public Policy Oversight Chair. "DaytonBusinessVotes.com is a strategic tool that will engage businesses with our governmental leaders and encourage a more business friendly working environment." — ■

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“Telemarketing,
telesales, teleservices.
Those words all have
such negative
connotation that kind
of holds companies
back from seeing
the power of
using the phone
before and after a lot
of vehicles.”

— Donna Slaton



Donna Slaton, Manager of Teleservices for
Peter Li Telemarketing.

A skilled staff, like teleservices representative Marc Smith (at right), is a key component in Peter Li Telemarketing's success.



“PETER LI calling”— forget the bad telemarketing rap.

By Vince McKelvey

Business to business telemarketing can help you research the market, cultivate leads and boost sales.



Donna Slaton hates the term telemarketing – would like to see it disappear altogether, in fact – but she loves what skilled phone work can do when used with other marketing tools. Is direct mail having the impact you want? A good telemarketer can find out, and boost your response rates, too. Want to increase attendance at your webinar? Use the phone to screen for interested attendees, then follow up later to cultivate those contacts. And don't just throw away the business cards you collected at that last conference. Skilled telephone workers can whittle that pile of numbers into a list of leads.

“Let's call it teleservices,” said Slaton, who winces a little even at that term. “I don't ever advocate using the phone as a stand alone. It is part of the marketing mix. Using the phone with all these other vehicles is where the beauty of this lies.”

Slaton should know. She has 38 years in the teleservices industry and now heads Peter Li Telemarketing, a division of Peter Li Inc., the educational publisher based in Moraine.

THE REGION'S BEST KEPT SECRET

Peter Li began offering business-to-business teleservices in 1979 as an outgrowth of the telephone marketing and sales it was doing for itself. “Advertisers asked us to leverage our in-depth understanding of the education market on their behalf,” the company says. “Since that first project we have continually expanded and perfected our telemarketing skills and services.”

Three decades later, however, Peter Li's business-to-business telemarketing remains one of the Dayton region's best kept secrets. The small but growing division has about 30 regular clients. None of them are local. “They don't even know we exist,” Slaton said. “It's time for us to let our area know that they have this kind of resource.”

Peter Li doesn't do household telemarketing, but, “If a business is trying to reach other businesses – whether it be an educational company that wants to reach schools or whether it be a business that wants to reach other businesses – that's our expertise,” she said.

KEYING ON PROJECTS THAT WORK

About two years ago, Slaton dropped some of her other responsibilities at Peter Li to focus primarily on teleservices. She also revisited all the phone projects she'd ever been involved in to isolate what worked best. “We threw away all the projects that had marginal success or no success,” Slaton said. She came up with five types of projects, which now form the foundation of Peter Li's teleservices:

- Upselling and cross-selling current or past customers.
- Screening and qualifying leads for sales reps.
- Inside Sales Teams that nurture leads from cold calls through final sales.
- Market research.
- Event support – pre-calling to generate attendance; post-calling to move through the sales cycle.

In addition, the phone is an excellent tool for specific tasks that also are among Peter Li's core services, such as updating customer lists, recruiting, launching new products and

(continued on page 08)

(continued from page 07)

boosting magazine sales. “Using the phone is so predictable and controllable. It’s nothing like any other vehicle,” Slaton said.

INSIDE SALES TEAMS DEVELOP RELATIONSHIPS, NURTURE LEADS

Creating an “inside sales team” to complement a client’s own efforts is one thing that distinguishes Peter Li from other teleservice companies, Slaton said. “That is the biggest thing we’re doing now that other agencies are not doing and it’s because we’re reacting or responding to the change in the marketplace.”

In a basic telemarketing project, callers will simply work through a phone list a few times to see what they can get. By contrast, inside sales teams work with their contacts “from a cold call all the way to a sale,” Slaton said. “Their mission is to develop a relationship over the phone with these folks so that they become their trusted advisor and counsel for this kind of product or service. So over time, that relationship causes them to buy.”

These teams can function in various ways. For less costly products, the inside sales team may go ahead and close the sale. For big-ticket items, their job is to “warm the lead,” then turn it over to the client’s own field reps to complete. “They’re nurturing that lead until it qualifies in four areas,” Slaton said. Once those four conditions are met – the customer sees a need for a product like this, sees the product as a solution, has a budget for it and is going to spend that

budget by a specified period of time – the account is handed off as a “qualified lead.”

PURSuing “QUALIFIED LEADS” IS MORE EFFECTIVE, MORE EFFICIENT

Qualifying a lead in this fashion is an economical way to close a sale, an important consideration as companies seek to cut costs. It also makes better use of skilled field reps, Slaton said. “Your sales rep becomes the closer, not the door knocker.”

With travel, meals and accommodations, she said, companies will spend on average

\$500 to \$800 for a sales rep to make a face-to-face contact. “If they only sell one out of three or four (contacts), which is the national average, that means they’re talking \$2,000 to get that sale,” she said. In telemarketing, the per-contact cost is anywhere from \$50 up to about \$200, \$300 on the high end, Slaton said. The cost of the sale, then, is \$600 to \$700 at the most. And if field reps are chasing qualified leads, “they’re going to close a lot more than one out of four,” Slaton added.

SKILLED STAFF IS KEY TO SUCCESSFUL PROJECT

Peter Li Inc. has satellite offices in New York, Arizona and Florida, but does all its telemarketing from the company headquarters on Dryden Road in Moraine. Staffing varies based on the workload. At one point in August, for instance, Slaton had 26 people working on projects for 11 clients. Of the

26, she said, about a third were full-time employees, a third part-time and a third were temporary workers. Slaton is able to draw from a pool of experienced temps who’ve worked for Peter Li before and keep coming back. That’s important because the caller’s skill level is one of three critical pieces of a project, along with a reliable phone list and a good script. “There’s really only those three variables. As long as we’re staying on top of those variables, we can make any project successful,” Slaton said.

Peter Li provides the client with daily progress reports and in-depth analysis at the end, said Slaton, who also consults, trains and helps businesses set up their own operations.

PETER LI OFFERS INROADS TO EDUCATIONAL MARKET

Slaton stressed that Peter Li teleservices can work for all manner of business-to-business clients, but noted that the company – an educational publisher since 1971 – has a special expertise in the education market. Some businesses are just beginning to understand how big a market it is, she said. There are 115,000 public schools in the U.S. and more than 3.5 million public school teachers, according to company literature. That’s not counting 1.3 million college faculty and 160,000 Catholic school teachers. Slaton said many businesses don’t realize it would take just little tweaking to tailor their product to the educational community. “All you have to do is add a teacher guide and make sure it’s matching some sort of curriculum initiative and you now have a program you can sell into the school market.”

Peter Li Telemarketing generated \$179,000 two years ago when Slaton shifted her attention solely to that division. This year, she expects sales of \$500,000 and hopes to hit \$1 million next year. As part of that growth, she would love to serve clients from the Dayton region.

“We’re right here,” she said. “You can come visit us. You can come train with us. I can come see you. What a beautiful thing to make our project work even better. So, that’s what I really want to do.” ■



Peter Li Telemarketing can help your business with sales closures, lead generation, market research, up-selling and cross-selling current and past customers, or generating attendance and follow-up for seminars, webinars, and events. (Insets) Graham Boyle and Jamie Stone, teleservices representatives.



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won't forget what you wanted to ask. Ask about tests that are recommended for people of your age group, gender, family health history and risk factors.

KNOW YOUR TREATMENT AND ANY POSSIBLE OPTIONS

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*Trends in Brand Name and Generic Prescribed Medication Utilization and Expenditures, 1999 and 2003; AHRQ Statistical Brief #144. October 2006.



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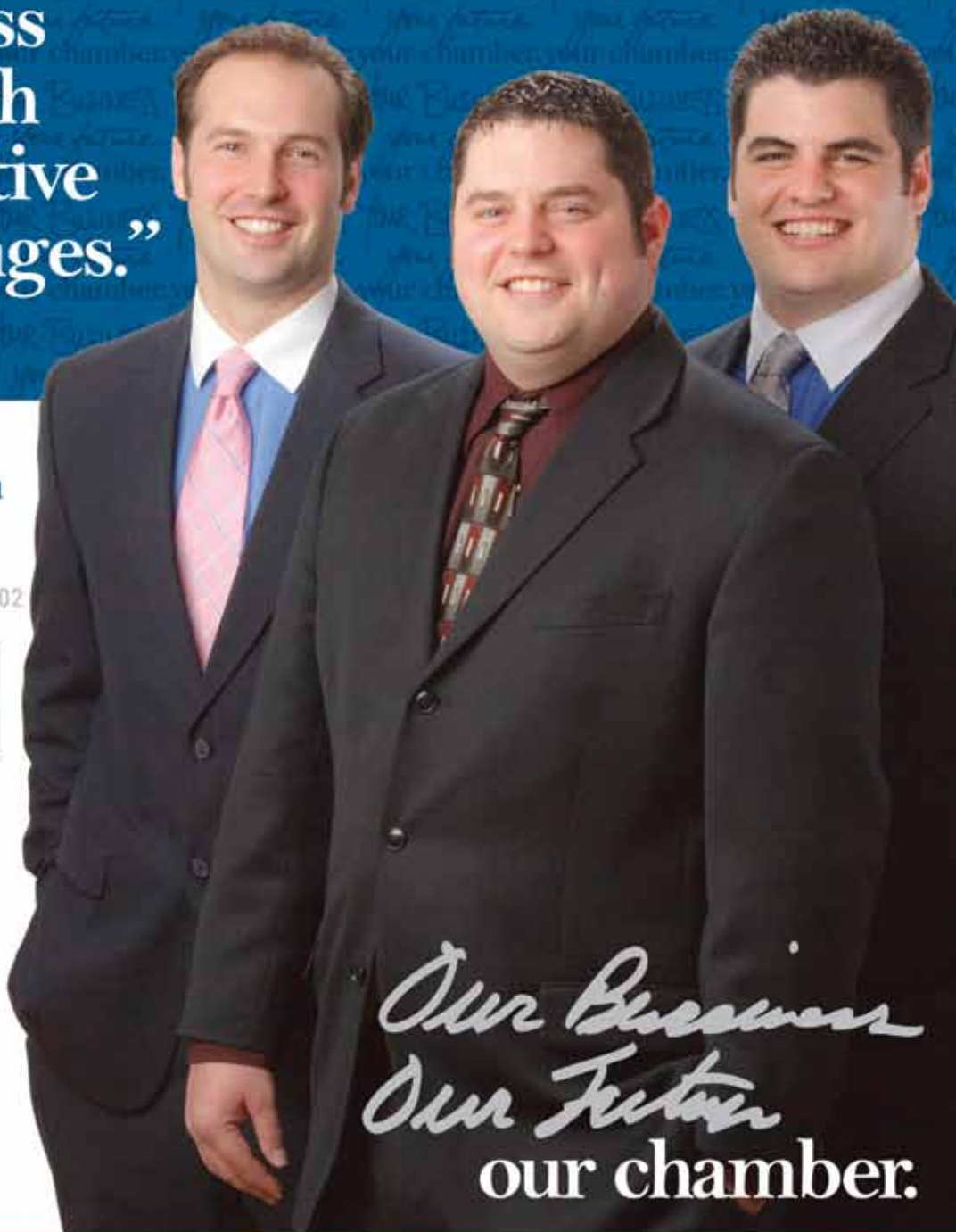
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**Nick, Stephen
& Joe Keyes**

KEY ADS

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ECONOMIC Indicators

The Chamber's monthly publication, "Economic Indicators", provides useful information in the areas of employment trends, new construction, home sales, sales tax collection and much more. These indicators allow analysis of economic performance and predictions of future performance. Here is a sampling from the August 2010 report.



GDP

GROSS DOMESTIC PRODUCT — ANNUAL PERCENTAGE CHANGE

2nd Qtr '10	1st Qtr '10	4th Qtr '09	3rd Qtr '09	2nd Qtr '09
+2.4	+3.0	+5.6	+2.2	-0.7

CPI

CONSUMER PRICE INDEX JULY 2010

July 2010	
monthly change.....	0.0%
Annual percent	
change '10.....	+1.1%



Key Economic Indicators — August 2010

SALES TAX COLLECTIONS

COUNTY	RATE (%)	JUN '10	JUN '09	12 MO. CHANGE	YTD '10	YTD '09	YTD CHANGE
Butler.....	0.75	2,422,104	2,304,987	+5.10%	14,613,887	14,465,424	+1.00%
Clark.....	1.50	1,579,654	1,515,475	+4.20%	9,661,279	9,400,146	+2.80%
Darke.....	1.50	519,892	529,282	-0.20%	3,201,740	3,278,012	-0.30%
Greene.....	1.00	1,753,310	1,719,314	+1.90%	10,474,873	10,336,476	+1.30%
Miami.....	1.25	1,096,525	803,535	+36.50%	6,342,675	4,937,864	+28.4%
Montgomery	1.00	5,199,698	4,965,938	+4.70%	29,766,194	29,184,208	+2.00%
Preble	1.50	375,062	323,716	+16.10%	2,316,458	1,981,386	+16.90%
Warren	1.00	2,169,831	2,051,574	+5.70%	13,081,500	12,648,355	+3.40%
Region (\$,000s).....		15,115	14,212	+6.30%	89,455	86,233	+3.70%

Cost of Living Index

AUGUST 2010

Dayton, OH	90.8
Columbus, OH	92.7
Cleveland, OH	100.6
Miami, FL	104.7
Richmond, VA	106.0
Chicago, IL	118.3
Baltimore MD	119.1
San Francisco, CA	162.1
U.S. AVERAGE	100.0

UNEMPLOYMENT RATE

	JULY '10	JULY '09	'10 AVERAGE
Dayton MSA (Metropolitan Statistical Area).....	11.20%	12.20%	11.80%
Ohio.....	10.30%	11.10%	10.90%
U.S.....	9.70%	9.70%	9.90%

VALUE OF NEW CONSTRUCTION

DAYTON MSA NEW CONSTRUCTION	YTD JULY '10	YTD JULY '09	YTD CHANGE
Non-residential.....	343,264,000	298,536,000	+15.0%
Residential.....	145,397,000	112,192,000	+30.0%
Total.....	488,661,000	410,728,000	+19.0%

HOME SALES

DAYTON MSA	JULY '10	JULY '09	% CHANGE	YTD '10	YTD '09	% CHANGE
No. of homes sold.....	777	1048	-25.86%	6,103	5,747	+6.19%
Total home sales (\$,000s).....	99,514	146,495	-32.07%	762,420	692,795	+10.04%
Average sale price (\$)......	128,075	139,786	-8.38%	123,355	109,948	+10.87%



STEM School

Mission of the Dayton Regional STEM School: To prepare students with the skills necessary to compete in the global economy while nurturing in our young people the same enthusiasm for discovery, invention and application that launched the vision for powered flight.

By Vince McKelvey



Students designed and built foil gliders as part of a unit on aerospace.



Principal Brian Boyd (L) and Board President Greg Bernhardt (R).



Tenth graders get a closer look at the human brain while visiting the Boonshoft School of Medicine at Wright State University.

You may think science and math are only for the academically gifted, but that's not the philosophy at the Dayton Regional STEM School. Officials at the year-old school for Science, Technology, Engineering and Math are working hard – by mandate and commitment – to build a student body that's diverse academically and demographically.

"We like that it's a very diverse set of kids in terms of prior academic experiences," said Dr. Brian Boyd, chief administrative officer. "I think we gain some things from that."

The Dayton Regional STEM School, a publicly funded charter school, is part of a local and statewide effort to boost education in technical fields. It's a comprehensive school with a focus on STEM and was initiated by a broad local coalition of educators, business people, and government officials concerned about the falling numbers of students pursuing technical studies in an increasingly technological world.



Students designed and built solar powered ovens and cooked foods as part of a science and engineering project.

Its approach, however, goes beyond the technical aspects of science and math to "focusing on the behaviors and the attributes that have allowed people to be successful in STEM fields," said Laurie McFarlin, director of network relationships and communications. Lessons are inquiry-based, project-based, problem-solving and hands-on, she said,

and they incorporate five overarching qualities – persistence, inquiry, communication, creativity and collaboration – attributes, in short, that prepare students for school, work and life in the 21st Century.

The STEM school has 192 students, mostly from Montgomery, Greene and Clark counties, in

grades eight, nine and ten. It will recruit two new classes in each of the next two years, ultimately enrolling 600 in grades 6 through 12.

Connecting the classroom to the “real world” – and the real workplace – is another important part of the philosophy. The school has dozens of local partner organizations – from business and industry, education, government and community groups – and invites them to participate actively. Representatives help shape curriculum and evaluate student work, make presentations, and give

students workplace experiences through job shadowing, co-ops and internships

The school shares space with Clark State College in Beavercreek, but by next year will need its own building, whether new or renovated is undetermined. Financing is more complicated that it would be for a standard public school, Boyd said. They do plan to remain close to the Air Force Research Labs and Wright State University because of their strong connections, he said. WrightStatehasservedastheschool’sfunding agent and provides administrative support.

Beyond that, Boyd said, he wants to build public awareness of the school, “so that we kind of put STEM on the radar map, again, of a broader community of students.” And he hopes the school, by being open and sharing what it’s doing, will have a broad impact on the community and other area schools. “We obviously, want to be a really good school for the students and teachers that we have,” Boyd said. “But if that’s all we do, I think we’ve missed an opportunity.” — ■



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GETTING DOWN To Business

Dayton Chamber explores international business opportunities.

India trip announced for April 2011!

In April of 2010, the Dayton Area Chamber of Commerce led a group of 56 travelers on a 13 day trip to China. While there, the group participated in a number of business meetings, cultural experiences and sightseeing opportunities. The trip began in Beijing, China, with an opening reception and presentation from the U.S. Department of Commerce, International Trade Division. After that, travelers visited the Great Wall, the Forbidden City, and several other sites



April 2010, Delegation meets with the Ohio Department of Development Trade and Investment representative Michael Wong in Shanghai.

before heading to Suzhou and Hangzhou in the Southwestern part of China. Suzhou and Hangzhou are prime examples of the rapid economic development and growth that China has experienced in the past 10 to 20 years. These cities are filled with new business parks and thriving urban centers that speak to the new opportunities for international investments and public-private development partnerships. While in Hangzhou, travelers met with a delegation from the Hangzhou International Development Park, which included representatives from green energy businesses that have set up their headquarters at the park.

The theme of the conference was certainly one of collaboration, with a lively discussion on ways to increase partnerships between Chinese and American businesses. The trip ended with a stay in Shanghai, and a closing presentation from a representative with the

Ohio Department of Development's (ODOD) China offices. It was exciting for the group to learn about the resources available to Dayton area businesses that are interested in navigating the complex Chinese marketplace. With both local and overseas offices, the ODOD provides assistance to Ohio companies seeking to explore new business opportunities and markets.

Based on the success of the trip to China, the Dayton Area Chamber of Commerce is pleased to announce that a new travel opportunity has been developed, this time to the emerging market of India. April 12-20, 2011, we invite you to join Chamber members and other travelers from the Dayton region to explore India. We've designed an exciting and affordable 9 day package that includes ample time for both business and recreational travelers. This tour begins in New Delhi, and then proceeds to the cities of Jaipur and Agra. We will be visiting famous sites including the Taj Mahal, as well as several business meetings, site visits and business networking opportunities that highlight India's important role as a major emerging global marketplace. The trip price is \$2299 for members and \$2399 for non-Dayton Chamber members. The price



includes roundtrip airfare from JFK airport, all first class hotel stays, breakfast daily, all sightseeing fees, private tours, deluxe coach bus transportation, English speaking tour guides, and all business meetings, receptions and networking opportunities. For those who pay in full by January 1, 2011, there will be a \$100 discount per trip, so Chamber members can travel for as low as \$2199 per person and non-members for \$2299 per person. The deadline for registration is February 1, 2011.

For more information including full itinerary and registration brochures, please contact Stephanie Precht, Director of Public Policy with the Dayton Area Chamber of Commerce and tour coordinator for the trip at 937-226-8277 or sprecht@dacc.org. The Dayton Chamber will also be offering a series of free informational briefings about the India trip, please contact Stephanie for more details and dates of the briefings. — ■



April 2010 "Discover China"— Four participants have business to business exchange with members of the Hangzhou Economic Development Organization.

MEDC Unites With Chamber

Transferring the baton: the Chamber shows regional leadership as a new partner of the Minority Economic Development Council (now called the Minority Business Partnership — MBP).

By Michael M. Parks, President, The Dayton Foundation



It is good news for economic vitality in the region to know that the Dayton Area Chamber of Commerce — recognizing the value of the Minority Economic Development Council (MEDC) to Greater Dayton — has stepped into the key leadership role for minority economic development by embedding MEDC, now called the Minority Business Partnership (MBP), into the fabric of its organization. As MBP's new partner, the Chamber will integrate fully MBP's responsibilities, programs, focus and staff into the Chamber's operations, plans and strategies.

By embracing MBP and its work, and by ensuring diversity and inclusion as a regional economic strength, the Chamber has demonstrated outstanding regional leadership. The Dayton Foundation commends the Chamber's entire staff, Board of Trustees and Executive Committee, including Chamber President and CEO Phillip Parker, Chair Jim Pancoast of Premier Health Partners and Chair Elect Jim Hoehn of PNC Bank, for being confident, decisive and forward-looking to guarantee MBP's important work continues.

TRANSITIONING THE INITIATIVE WAS THE GOAL

The Chamber is continuing an initiative started by The Dayton Foundation and the Dayton Business Committee more than three years ago. The Minority Economic Development Council was formed in July 2007 by the Commission on Minority Inclusion, which is sponsored by The Dayton Foundation and the Dayton Business Committee. MEDC was a three-year pilot; after three years, the goal always was to embed MEDC into the operations of a regional economic development organization.

This past summer marked the end of the pilot. Progress has been demonstrated, and the results are tangible. This initiative has had an impact on leaders, buyers and minority business enterprises.

With the Chamber's leadership, MBP will continue MEDC's advocacy and business development work, including accelerating the growth of local minority-owned businesses and encouraging corporate partners to implement or strengthen their supplier diversity programs. This work requires the continued participation and collaboration of many, including the Dayton Development Coalition, the City of Dayton, Montgomery County, Sinclair Community College, the University of Dayton and Wright State University. These partners, along with many others, play essential roles in helping to elevate diversity and inclusion.

The Dayton Foundation and the Dayton Business Committee will continue to participate in the minority economic development initiative, with representation on MBP's new Leadership Council. Both organizations will continue to bring relationships, volunteer support and funding resources to assist in this work.

MBP WILL ENHANCE THE CHAMBER'S WORK

Without a doubt, the Chamber is the right organization to lead this initiative and embed the work of the Minority Business Partnership into the Chamber's regional efforts. Additionally, MBP is fully aligned with two of the Chamber's core values. The Chamber collaborates with a network of organizations, welcoming all opportunities for cooperation and encouraging a single vision for economic growth in the region. The Chamber also champions diversity and inclusion, creating opportunities for all member businesses. Partnerships, cooperation, economic growth and full participation by all are key ingredients in MBP's activities.

We are so fortunate and appreciative of the Dayton Area Chamber of Commerce for stepping forward to elevate this important effort and for providing the continued leadership to make the region's diversity a source of economic vitality. Together, the Chamber and the Minority Business Partnership will have a lasting impact on our region and will enhance our overall quality of life. — ■



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By Roger Wentworth, President, Sandler Training



“I’M EAGER TO SEE WHAT YOU CAN DO FOR US!”

Bill is contacted by the CFO of ABC Company. The CFO says that he is eager to see what Bill’s company can do for him, and requests a quote ASAP. This is music to Bill’s ears!

Bill believes his persistence has finally paid off. He immediately contacts ABC’s Human Resource department to obtain the reams of employee data he will need to develop a proposal.

Has Bill’s persistence finally paid off? Or is the CFO simply in search of a competitive quote he can use as a bargaining chip with his current broker?

“COME ON IN!”

This morning, Tom made contact by phone with a prospect who was quite enthusiastic about his call. The prospect was eager to find out how Tom’s marketing company could help her promote the grand opening of her new store. She briefly described some of her objectives and enthusiastically granted him an appointment.

Tom now believes he is going to meet with her and ask scores of questions to further define the scope of the event, discover her expectations, and identify the availability of resources. The prospect, on the other hand, thinks Tom is coming in to make a presentation.

“MONEY IS NO OBJECT”

During a meeting, Suzanne asked her prospect directly whether there was funding in place for the consulting project they were discussing. The prospect replied, “Money is no object.”

Suzanne certainly didn’t imagine that the prospect’s comment gave her carte blanche, but she did feel relief that she wasn’t going to be constrained by financial pressures as she began to develop the project.

Should Suzanne feel comfortable? Did the prospect mean that funds were, for all practical purposes, unlimited? Or did he mean that money was “no object” because there wasn’t any money available?

Sometimes, salespeople have “happy ears.” What they believe they heard through those happy ears may not reflect the real intent of what the prospect said.

It is the salesperson’s responsibility to:

- Determine the prospect’s intentions and expectations.
- Help the prospect be more specific and define any ambiguous terms or phrases that may be misinterpreted.
- Tie up any loose ends.
- Make sure all parties to a conversation or meeting are “in sync” with what just transpired – and what is supposed to happen next.

Make it a practice to recap the conversation with prospects or clients. Say something like this: “Let me quickly recap what we discussed to make sure we’re all on the same page and we didn’t leave anything out.” Then review the conversation in detail, and conclude by asking something like this: “Does anyone have anything to add? Did I miss anything or misunderstand anything?”

Eliminating “mutual mystification” today reduces the opportunity for misunderstandings and unfulfilled expectations tomorrow. — ■

IT'S JUST Good Business

“Many companies are coming to realize that adding minorities to their boards is just good business. It adds a diversity of perspectives and experience and can lead to enhanced and even new markets for products and services” said former Dayton Foundation Board Chair Charles A. Jones.



ORGANIZATIONS ARE GETTING ONBOARD WITH MINORITIES ON BOARDS

Dayton Foundation Board Chair Charles A. Jones is chair of the Subcommittee on Minority Inclusion on Corporate Boards, a new Dayton Foundation, Dayton Business Committee and Parity effort to help companies seeking to increase diversification of their boards by appointing highly qualified African-Americans. According to Jones, “The Subcommittee exists to help companies make a match between their need for the right candidate and our knowledge of well-educated, African-American professionals with the credentials the company seeks. In this way, we can help raise the visibility of an underutilized resource of trained professionals who are minorities and who can help strengthen local companies. Over time, this not only will aid local companies in strengthening their corporate boards, but also will help create a consciousness of inclusiveness that will have a profound and positive impact on our local economy.”

Steve Schwartz is CEO of Lion Apparel, a 112-year-old, Dayton-based family business specializing in protective clothing and safety gear to protect the men and women who ensure the safety of people in their cities, states and countries. He utilized the free service the Subcommittee provides when the company was ready to further diversify its Board of Directors and bring in a younger generation to replace members anticipating retirement. He saw the outcome of this assistance as “a great win-win for our company and for the community.”

“Our first concern had to be who would be the right fit for our company,” he said. His company was looking for a high-caliber individual actively running his or her own company in a market in common with Lion Apparel’s. The ultimate fit that the Subcommittee was able to deliver to Lion was what Schwartz described as a “remarkable result”—Al Wofford, founder and CEO of CDO Technologies and VT Designs.

“Al impressed us with his enthusiasm about his business and the passion with which he does his job,” Schwartz said. “His knowledge about business issues we face in common as small companies engaged in the military logistics business, was very important in our



decision. Military work has its own language, protocols and terminology that can be a challenge to people to understand if they’ve not been exposed to them.”

When he looked at joining Lion Apparel’s Board of Directors, Wofford said he saw “great potential for collaboration” in the relationship between his companies and Lion. “Lion Apparel is an established firm that is innovative and progressive. Joining their board is a huge opportunity for both of us, who operate in parallel markets. The logistics market for my companies is in the U.S. public sector. Lion’s global reach can

enhance what we do. There are learnings both of us can bring to each other that will help us both to achieve our objectives. I’m honored and humbled by this opportunity.”

Schwartz believes that “the diversity of our board should send a signal to those inquiring about employment or doing business with us, as to what kind of company we are.”

Thomas G. Breitenbach, CEO of Premier Health Partners and Subcommittee member, agrees. “Having a diverse board has made a tremendous difference to Premier and has assured that our workforce is reflective of the community we serve. The tone is set at the top and works its way throughout the organization.”

In addition to Jones and Breitenbach, the Subcommittee includes former Dayton Deputy City Manager William L. Gillispie; Dean of the University of Dayton School of Business Administration Matthew D. Shank; and Eric D. Loudon, a former officer with National City Bank.

The Subcommittee also has helped to date 26 nonprofit boards seeking diversification. One such was the Air Force Museum Foundation’s Board, for which George J. Mongon is chief development officer. “It’s critically important that our board reflect our constituency, which represents a vast array of diverse people from across America and throughout the world. The Subcommittee’s assistance in helping to identify a board candidate is a true success story.”

The candidate that was provided to Mongon and his board was Harvard and MIT graduate David C. Evans. Evans is president and CEO of TESSEC, a Dayton-based company in

the aerospace/defense, medical and plastic injection molding industries. He also holds a commercial pilot's license, which was important to the Air Force Museum Foundation's Board of Managers. Said Mongon, "He is perfect for our needs and will be invaluable in helping us move in a very important direction."

Another placement was for the board of the Montgomery County Transportation Improvement District. Ronald F. Budzik, consulting director of the Dayton Business Committee, serves on the District board of five volunteers, each of whom offers a different skill set important to their oversight role for the work of the District. Specifically, they were seeking to fill a post vacated by a minority individual, someone who had run an organization and complex structures and who could offer a high level of expertise in operating and business skills. The candidate

provided to the Montgomery County Commissioners, who appoint members to the board, was Eloise P. Broner, COO of Good Samaritan Hospital. "She fit the bill perfectly," Budzik said.

Said Dayton Foundation President Michael Parks, "By making it easy for local business owners and for nonprofits to increase the inclusiveness of their boards, the Subcommittee provides an important service to these organizations and ultimately to our entire community and its economy."

Business School Dean Shank added, "I have seen here at the University of Dayton how bringing in diverse faculty adds to the whole student experience. Likewise, I've seen that on both nonprofit and for-profit boards, diversity makes them stronger and better able to move the organizations forward. I am passionate in my belief that there are

many diverse business people in our community who can bring a lot to the table and make both the organizations and our region stronger."

Asked if he would recommend other corporations pursue this opportunity, Schwartz said, "Absolutely. Diversity of experience and perspective is particularly critical in these dynamic economic times. The Subcommittee makes the process very easy to accomplish this goal. It's a tremendous resource that should be taken advantage of by companies ready to have a truly outside advisory board or board of directors."

The Subcommittee is available to assist any corporations interested in diversifying their board and may be reached by contacting Charles Jones through The Dayton Foundation, at 937-225-9961. — ■

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CHAMBER Chatter

CHAMBER RIBBON CUTTING CEREMONIES — 2010 shows promise for the opening of new businesses in the Dayton region. The Chamber welcomes these new ventures and wishes them well.

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MAY 13, 2010



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HOME BUILDERS ASSOCIATION OF DAYTON —

The Home Builders Association of Dayton (HBA) has relocated its office to a first floor suite at 1 Chamber Plaza within the Dayton Convention Center at the corner of Fifth and Main Streets. The space is currently a portion of the Dayton Area Chamber of Commerce office. The HBA of Dayton will be subleasing over 800 square feet of office space from the Chamber. The HBA will be in its new location before January 2011.

VOLUNTEERS —

3RD QUARTER 2010 —

Erik Freudenberg —
Horan Associates

Judi Law —
Judo Steel

Doug Mahoney —
Sinclair Community College

Ron Monte
(not pictured) —
Holiday Inn Dayton South



CHAMBER Challenge 2009

All photographs are courtesy of David Braughler Photography

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NOMINATIONS: Board of Trustees

*To the membership of the Dayton Area Chamber of Commerce:
Pursuant to the Chamber Bylaws Article V ELECTION OF
TRUSTEES, Sections 1. through 6., the Governance Committee must
meet and develop a slate of candidates qualified to meet the requirements
as members of the Board of Trustees.*



Additional names of candidates for Trustees can be nominated by using an official Chamber petition bearing the genuine signatures of at least five percent (5%) of the Chamber members in good standing. Such petition(s) shall be filed with the Governance Committee within ten (10) days after this notice has been delivered to the membership. If no petition(s) is valid within such ten (10) day period, nominations will be officially closed and the slate of candidates presented will be considered duly elected for the specified term(s).

The Governance Committee has met and has recommended a slate of trustees to be elected during our annual process. The Executive Committee has reviewed this list, determined that each is a qualified candidate and in good standing, and unanimously supports the election of the following candidates. If you have any questions or would like to request a petition, please contact the Dayton Area Chamber of Commerce at (937) 226-8225. — ■



Recommended — for election to...

... AN ADDITIONAL 2-YEAR TERM (1/1/2011 – 12/31/2012)

Vince Corrado
— Shook Construction

Kim Duncan
— Elements IV Interiors

Dr. Patricia Hardaway
— Wilberforce University

Loren Rush
— Universal 1 Credit Union

Steve Willshaw
— Greene Town Center, LLC

Neil Arthur
— Dayton Business Journal

Lisa Barhorst
— WDTN-TV2

Ron Bohannon
— WinWholesale, Inc.

Rick DeNezza
— Nova Technology Solutions

Robert Murphy
— Dayton Dragons Baseball

Maureen Pero
— CareSource Management Group

Gary Van Gundy
— DRT Mfg. Co.

Joey Williams
— Chase

... A NEW 2-YEAR TERM (1/1/2011 – 12/31/2012)

Steven Angle, PhD
— Wright State University

Kevin Burch
— Jet Express, Inc.

Christopher Che
— Hooven-Dayton Corp.

Erin Hoefflinger
— Anthem Blue Cross Blue Shield

Jim Kaiser
— Brady Ware

Ibrayim Katampe
— Iya Technologies, Inc.

Amy Luttrell
— Goodwill Easter Seals Miami Valley

Phillip Moore
— RJE

Toni Perry Gillispie
— AT&T

Governor Bob Taft
— University of Dayton

DAYTON
Dayton Area
Chamber of Commerce

CALENDAR Of Events

NOVEMBER

12

Breakfast Briefing

DATE/TIME November 12, 7:15 - 9:00 am
SPEAKER..... John Ernst, Ernst Concrete
LOCATION..... Dayton Racquet Club
REGISTRATION..... 937-226-8253 or registration@dacc.org
SPONSORS..... *Presenting Sponsor:* Benefits Network
Supporting Sponsor: Pickrel, Schaeffer & Ebeling Co., L.P.A.



NOVEMBER

16

Books on Business

DATE/TIME November 16, 7:30 - 9:00 am
SPEAKER..... John Carl
LOCATION..... NCR Country Club
REGISTRATION..... 937-226-8253 or registration@dacc.org
(Book included in registration along with complimentary breakfast)
SPONSOR..... Ameriprise Financial



NOVEMBER

17

Safety Breakfast with the Experts

DATE/TIME November 17, 7:30 - 9:00 am
SPEAKER..... Walt Pegram, OPUS
TOPIC..... Laws in Ohio on Call Before You Dig
LOCATION..... Mandalay Banquet Center
REGISTRATION..... 937-226-8224 or mpontius@dacc.org
SPONSORS..... *Presenting Sponsor:* Gary Auman – Dunlevey, Mahan & Furry, A legal Professional Association



DECEMBER

10

Breakfast Briefing

DATE/TIME December 10, 7:15 - 9:00 am
SPEAKER..... Harold Gibson, Business Manager, Wilmer Hale
LOCATION..... Dayton Racquet Club
REGISTRATION..... 937-226-8283 or registration@dacc.org
SPONSORS..... *Presenting Sponsor:* Pickrel, Schaeffer & Ebeling Co., L.P.A.
Supporting Sponsor: Benefits Network



For more information or to register, visit us online at www.daytonchamber.org

GENERATION Dayton Events

NOVEMBER

09

Smashing Glasses

DATE/TIME November 9, 5:30 - 7:30 pm
LOCATION The Wine Loft at the Greene
REGISTRATION..... lwulfeck@dacc.org
PRESENTED BY..... Jeff Van Horne



NOVEMBER

11

Thirsty Thursday

DATE/TIME November 11, 5:30 - 7:30 pm
LOCATION Champps Americana, Centerville



NOVEMBER

16

Business and Breakfast

DATE/TIME November 16, 7:00 - 8:00 am
LOCATION Tanks Bar & Grill, Dayton
REGISTRATION..... lwulfeck@dacc.org



NOVEMBER

19

Friday Lunch

DATE/TIME November 19, 12:05 - 1:00 pm
LOCATION Spinoza, Fairfield Commons
REGISTRATION..... ahickey@technologyfirst.org



For more information or to register, visit us online at www.daytonchamber.org